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2020 CENSUS PROGRAM MEMORANDUM SERIES: 2019.04

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MEMORANDUM FOR: The Record

From: Albert E. Fontenot, Jr. (signed January 22, 2019)
Associate Director for Decennial Census Programs

Subject: 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Research Results

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This memorandum documents the release of two separate, but related, final reports presenting findings from the quantitative and qualitative components of the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS). The CBAMS was designed to provide the foundation of the data-driven 2020 Census Integrated Partnership and Communications operation, whose primary goal is to develop a research-based communications plan with the objective of motivating self-response to the 2020 Census.

The quantitative report presents results from the 2020 CBAMS Survey, which used self-administered mail and internet data collection modes and covered a range of topics related to respondents' knowledge of and attitudes toward the 2020 Census. The results from the nearly 17,500 survey respondents (out of a nationally representative sample of 50,000 households) highlight variation in barriers, attitudes, and motivators toward the census across demographic characteristics and will serve as a key input to the contractor, Team Young & Rubicam, in the creative development of the 2020 Census communications campaign. The survey tested the message frames that will be used to ultimately shape actual messages, rather than the messages themselves.

The qualitative report presents findings from the 2020 CBAMS focus groups, conducted among racial and ethnic minorities, those with low internet proficiency, young people who are renters and moved recently or plan to do so in the near future, rural residents, and audiences at risk of low self-response. Forty-two focus groups were held across 14 cities to explore motivators, attitudes, and barriers to self-response, including attitudes toward the inclusion of a citizenship question on the census form (the question was added while the focus groups were in the field). Results of the focus groups will be critical to developing the creative campaign, which will use the media, messaging, and an organized set of communication activities before and during the 2020 enumeration to promote self-response to the census as well as cooperation with the enumerators during the Nonresponse Followup phase. Results

will also be critical for executing the campaign for the historically hard to count. The key findings answer two research questions: 1) What are the primary barriers to self-response to the 2020 Census? 2) What are the primary motivators to self-response to the 2020 Census?

The 2020 Census Memorandum Series

The 2020 Census Memorandum Series documents significant decisions, actions, and accomplishments of the 2020 Census Program for the purpose of informing stakeholders, coordinating interdivisional efforts, and documenting important historical changes.

A memorandum generally will be added to this series for any decision or documentation that meets the following criteria:

1. A major program-level decision that will affect the overall design or have significant effect on 2020 Census operations or systems.
2. A major policy decision or change that will affect the overall design or significantly impact 2020 Census operations or systems.
3. A report that documents the research and testing for 2020 Census operations or systems.

Visit [2020 Census.gov](https://2020.census.gov) to access the Memorandum Series, the 2020 Census Operational Plan, and other information about preparations for the 2020 Census.